

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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NO. 12.

ENTERED AT THE NEW YORK POST OFFICE AS
SECOND-CLASS MAIL-MATTER.

READ THE ADVERTISE- MENTS.

"Do I read advertisements? Yes; they form one of the most interesting branches of my study," said the old man, laying the *Star* across his knee and looking over the rim of his spectacles. "After reading editorial for opinions, and all the news, to know what is going on among the people of the world superficially, I turn to the advertising columns for romance, philosophy and a study of human nature. There is more of human interest in advertisements as they are assembled in the *Star* than in the great mass of works which are written to entertain and to present to our view the various phases and incidents of life and the impulses of mankind. I read them with the interest of a novel, and I find instruction and entertainment not to be had from any but the highest works of fiction. There is a popular notion that women, only, read advertisements. They do read them more, perhaps, than men do, but it is only as they read more romance—because they have more time. Men have to deny themselves many of the pleasures of the imagination.

"You don't read them! Then begin. If the habit doesn't grow on you, you are lacking in human interest. Why, the habit of reading advertisements will grow, as novel reading on a girl of seventeen. They will become of most absorbing interest, and while they entertain they at the same time impart much information. If you are weary or sick you can read advertisements when anything else would prove fatiguing or not of interest. If you have not given it thought it may not occur to you how much of romance and pathos there may be in a three-line 'ad.' 'Wanted,' 'Lost,' or 'Personal.' Each issue of the paper

furnishes the key-note for a hundred romances. Each line betrays some impulse that is influencing the world, and as you read you are drawn into the busy marts of life, jostled against the crowd; are touched with pity, repelled by greed; brought into sharp contact with sharp men, who are conspiring in some deep plot to betray, deceive or defraud some trusting person; you are shown love, misery, despair and ambition in all their phases, and in the contention you must find a lively interest.

"In advertisements you read romance in real life. Part of it is only every-day home life. Part is dramatic. The romance of the fortune hunter is there. A thousand men are digging after hidden treasure with as much eagerness as any band of adventurers ever searched for the golden store of Capt. Kidd. A thousand men are trying to trace out the hieroglyphics on the chart that tell of the hiding place of fortune. There are a few piratical stories told in advertisements, and many of desperate adventures. There are Thanksgiving stories and Christmas stories, and stories for people of all ages and all manner of thought. And aside from all that the attention is called by the advertisement of the merchant to all sorts of things that are of interest to every one, as relating to their comfort and pleasure. One is invited to a contemplation of the factory, the commerce and the trade of every-day life, and is astonished at the invention of new wants and new means of gratification. You will not find an 'ad.' that does not disclose some view of human nature or awake a material interest. The columns of 'For Rent' show a rise and fall of fortune, a change of location, a bringing together or separation of friends—perhaps families—may be lovers. A lost dog or a lost bangle may lead to a wedding! No end of romance may attach to a mislaid umbrella, or a recalcitrant pug. All 'Personals' must of necessity have a

romance attached. An auction sale announcement may be significant of the dissolution of some old family or the downfall of a great man. The 'Wanted Situations' column is full of pathetic stories told in brief—three line stories of privation, struggle, despair, heroism and long-suffering. The advertisements of silks and laces, flowers, jewels and what not that is rare and expensive, tell of gayety and wealth. The toy shops tell all about Christmas, bringing up a thousand little fancies out of the quiet chimney corner of childish recollection. And there are advertisements which tell of turkeys and other nice things for winter dinners. The stories told by the 'ad.' are numerous and varied. Besides women who read advertisements for bargains," the old man continued, casting a glance at his wife, who had taken possession of his paper while he talked, "most thinking men read 'ads.' constantly. Business men have to read them on account of business. Authors, lecturers, and reading men generally read the advertising columns as I do, for the interest there is in them. I invariably read the 'ads.' in the back of a magazine before I read the literary part."—*Washington Evening Star*.

A WORD OF ADVICE.

IF YOU EXPECT EFFECTIVE SERVICE
DO NOT TIE YOUR SERVANTS' HANDS.

A well-known New York Newspaper Advertising Bureau has asserted that: "The advertisers whose business is transacted through our office in a manner most uniformly satisfactory and profitable to themselves, are those who trust us most implicitly. They tell us what they wish to accomplish, and we prepare and submit plans which they examine and revise; we then consult with the advertiser and compare notes; after which the orders to insert are forwarded to such papers at such rates and for such periods of time as are decided to be best in each case."

One of the most successful advertisers which this Advertising Bureau ever numbered among its clients, used invariably to order his advertisements in this way: "Get the best service you can for me for \$5,000," leaving every detail to be arranged between his agent and the publisher. The agent was thereby enabled to say to a publisher: "If you accept this advertisement at a

large reduction from your rate it will be no criterion for further transactions." It was a surprise to them to find themselves so often able to contract for the insertion of that particular advertisement at half rates in papers which would not permit them to offer their columns at a penny's deviation from the printed schedule. The advertisement intrusted to the agent, to be placed in accordance with his judgment, often secures double service for half the money. A dollar for twenty-five cents.

For an agent to tell an advertiser, in advance, exactly what advertising he will secure, is not as difficult as it would for a man to tell in the morning what fish he would bring home at night; but it does to some extent tie the agent's hands and reduce his power to get the best service for the money: for when an estimate has been given its plan and specifications must, in a general way at least, control the advertising to be done. It ties the agent's hands and prevents his giving his patrons to-day a better service than he could have promised yesterday, because yesterday the opportunity had not presented itself: to-morrow it may have passed. Some publications are used most economically on contracts for a single issue; in others insertion for a month may be had as cheaply as for a single issue; in others (dailies) insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance, if the agent attempts to go into all of these details his correspondence becomes voluminous and the advertiser confused.

A large and liberal advertiser not long ago instructed Messrs. George P. Rowell & Co. to publish his advertisement six months in all the religious newspapers of the country, excepting such as were printed in foreign languages and in the Roman Catholic Church. No estimate had been given; the prices paid were to be satisfactory to the agents and they were at liberty to omit any papers in their opinion demanding more than a fair amount for the probable service to be rendered. It was just such an order as enabled the agency to accomplish the most for its customer. The result showed a saving to the advertiser of fully 25 per cent. from any figures that could have been safely promised him in advance. The progress of this work developed some facts worth recording:

Owing to a peculiarity in the time discounts of some publishers, fifteen of the weeklies, including the one of largest circulation, were secured for one year (52 weeks every issue) for 26 insertions of the regular advertisement, and 26 insertions of a shorter one of five lines, at a *less price* than 26 insertions of the regular advertisement alone would have cost. "This" (said the advertiser), "is one of the advantages of having men to attend to one's business who know what they are doing." A combination of 28 papers was found to be worth at a fair rate per thousand of circulation \$600. This offer was made but rejected and \$900 demanded. Had the agency been obliged to trade these papers could not have been secured for less than \$750; but it was in a position to say "We do not consider the work worth more money than we have offered; in justice to our customers we cannot pay more; if you decline it we shall drop your papers from the list." The offer made was then accepted!

One New York city paper demanded a higher price than usual for this particular advertisement because the advertiser "took the paper" and was a prominent member of its denomination. He would "want to advertise in my paper anyway," so the publisher said, and would pay "full rates" rather than not do so. The agency did not consider the above argument logical and opposed paying a higher price. It was supported in its position by the advertiser, who wrote: "I subscribe to that paper and like it very much, but I do not see any reason why I should pay them an extra high price because I am a Baptist. I had just as soon have Presbyterians and Methodists sell books for me."

The advertiser who places himself in the hands of his agent as above recommended, may still exercise all the control which his knowledge of his peculiar wants so well enables him to do with wisdom; as is illustrated by the limitations inserted in the inclosed letter of instructions from an actual advertiser:

BOSTON, MASS., September 20, 1888.

Messrs. Geo. P. Rowell & Co.:

We will give you \$3,000 (three thousand dollars) for one insertion of inclosed seven-inch four-column advertisement in a list of papers of your own choosing, you to be governed in your choice by the preferences expressed below:

1st. We want no papers west of Rocky Mountains.

ad. We want no patent insides.

3d. We ask you to avoid all juvenile publications and all papers whose character is such that they are likely to be read chiefly by women.

4th. If you think it wise we should very much prefer to have no papers on the list which do not circulate at least ten thousand copies each issue.

5th. On general principles we would like to go as much as possible into papers we have not used largely.

6th. Avoid all New England papers excepting those which have a general circulation over the country.

7th. We are particularly desirous of having insertions made at once as the season is now just right and if there is much delay it will be late.

That the last-named order was not executed in an unsatisfactory way is indicated by the following from the same advertiser:

BOSTON, MASS, October 11, 1888.

MESSRS. GEO. P. ROWELL & CO. are authorized to spend \$3,000, using an electrolyte four inches deep and two columns wide in papers of their selection west of the 96th meridian of West Longitude, omitting Manitoba, Omaha, Kansas, Texas and San Francisco and all co-operative lists and not to include any towns in which they are now advertising for us.

That advertising space is not a merchantable commodity, having a market price, and capable of being measured, sold and delivered with the exactness of wheat, pork or sugar, is known to everybody who has any experience with advertising contracts. Many of the best papers have different rates for local and out of town customers, and the principal dailies charge a much higher rate per line to the man who wants a servant than to the servant who wants a place.

Advertisers who deal with Agents should select such Agents as are trustworthy, and then deal with them on confidential terms so long as the confidence is deserved—and not one minute longer.

THE London *General Advertiser*, dating in 1745, presents the first successful attempt to depend for support upon newspaper advertising. Its advertisements were classified and separated, one from another, by rules; two innovations and improvements sufficient almost in themselves to account for the success won by this enterprising periodical.

A GRAPHIC ADVERTISEMENT.—"I have cried her almost to the number of her hairs; I have drawn her picture with my voice."—*Pericles, Prince of Tyre, Act IV., Scene 3.*



A CAREFUL examination of the proposition which is made on the next page reveals the fact that it offers an extraordinary advantage to an advertiser, who wishes to insert a comparatively small advertisement for a single month, in the best newspapers in a considerable number of towns having from 10,000 to 100,000 population.


There is on the whole list but a single paper which charges less than three dollars for a month's insertion in Daily and Weekly issues as catalogued: and there are many in which the publisher's rate for the Daily alone ranges between six and eighteen dollars.

Of the several special offers which we put forth this is the one upon which competitors look with most amazement. They treat it very much as the boy did the heated horseshoe in the blacksmith's shop:—after taking it in hand once he didn't have to be told afterwards to let it alone.

BARGAINS IN ADVERTISING IN DAILY NEWSPAPERS

IN MANY PRINCIPAL CITIES AND TOWNS.

AN AVERAGE PRICE OF

 \$3 


FOR ONE INCH OF SPACE, ONE MONTH, OR LESS THAN *ONE-THIRD*
OF THE REGULAR CASH PRICE

ADVERTISERS may select any 50 or more Dailies from the following list, at a cost of \$3 per inch, a month, per paper; and the same advertisement will also be inserted in the weekly edition, as named in the catalogue, without additional cost.

ADVERTISEMENTS are forwarded the day the order is received in our office, and *prompt insertion guaranteed*.

EACH publisher is requested to send to the advertiser a marked copy of both the Daily and the Weekly containing the first insertion of his advertisement. A complete file of every paper can be examined in our office at any time within three months from date of insertion.

THE combined monthly issue of all the Dailies and Weeklies here catalogued is more than ten million copies.

ONE inch, one month, in the *entire list* (including 263 Dailies and 245 Weeklies) costs \$600.  For three months, \$1,800, less 10 per cent., or \$1,620 net.

FOR any selection of less than 50 of the papers approximately low figures will be given on application, but it is not usual to allow any discount from the publisher's rates on an order for only a single paper.

GEO. P. ROWELL & CO.,

NEWSPAPER ADVERTISING BUREAU,

10 SPRUCE ST., NEW YORK.

ALABAMA.

BIRMINGHAM,	Iron Age,	Daily and W'kly
MOBILE,	Register,	Daily and W'kly
SELMA,	Times and Mail,	Daily and W'kly

ARKANSAS

HELENA,	World,	Daily and W'kly
HOT SPRINGS,	Sentinel,	Daily and W'kly

COLORADO.

BOULDER,	Herald,	Daily and W'kly
CENTRAL CITY,	Register Call,	Daily and W'kly

CONNECTICUT

BRIDGEPORT,	Standard,	Daily and W'kly
HARTFORD,	Post (e. o. d.),	Daily and W'kly
MERIDEN,	Republican,	Daily and W'kly
NEW HAVEN,	Journal & Courier (e.o.d.),	Daily and W'kly
NEW LONDON,	Day and Week (e.o.d.),	Daily and W'kly
NORWICH,	Bulletin (e.o.d., no cuts),	Daily and W'kly

DAKOTA TERRITORY.

FARGO,	Republican,	Daily and W'kly
GRAND FORKS,	Herald,	Daily and W'kly
MITCHELL,	Republican,	Daily and W'kly
SIOUX FALLS,	Press.	Daily and W'kly
YANKTON,	Press and Dakotaian,	Daily and W'kly

DELAWARE.

WILMINGTON,	News (e. o. d.),	Daily and W'kly
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FLORIDA.

GAINESVILLE,	Advocate,	Daily and W'kly
PENSACOLA,	Commercial,	Daily only

GEORGIA.

AMERICUS,	Republican,	Daily and W'kly
ATHENS,	Banner-Watchman,	Daily and W'kly
BRUNSWICK,	Breeze,	Daily only
GRIFFIN,	News,	Daily and W'kly
ROME,	Tribune of Rome,	Daily and W'kly

IDAHO TERRITORY.

BOISE CITY,	Statesman,	Daily and W'kly
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ILLINOIS.

ALTON,	Telegraph,	Daily only
BLOOMINGTON,	Leader,	Daily and W'kly
CAIRO,	Bulletin,	Daily and W'kly
CHAMPAIGN,	Gazette,	Daily and W'kly

DANVILLE,	Commercial,	Daily and W'kly
ELGIN,	News,	Daily and W'kly
FREEPORT,	Bulletin,	Daily and W'kly
GALENA,	Gazette,	Daily and W'kly
GALESBURG,	Register,	Daily and W'kly
JACKSONVILLE,	Journal,	Daily only
JOLIET,	Republic and Sun,	Daily and W'kly
MOLINE,	Dispatch,	Daily and W'kly
OTTAWA,	Journal,	Daily and W'kly
PEKIN,	Times,	Daily and W'kly
QUINCY,	Whig,	Daily and W'kly
ROCKFORD,	Register,	Daily and W'kly
ROCK ISLAND,	Argus,	Daily and W'kly
SPRINGFIELD,	State Journal,	Daily and W'kly
STREATOR,	Free Press,	Daily and W'kly

INDIANA.

COLUMBUS,	Republican,	Daily and W'kly
EVANSVILLE,	Journal,	Daily and W'kly
FORT WAYNE,	Sentinel,	Daily and W'kly
JEFFERSONVILLE,	News and Democrat,	Daily and W'kly
KOKOMO,	Gazette-Tribune,	Daily and W'kly
LAFAYETTE,	Courier,	Daily and W'kly
LOGANSPORT,	Journal,	Daily and W'kly
MADISON,	Courier,	Daily only
MICHIGAN CITY,	Dispatch,	Daily and W'kly
MUNCIE,	News,	Daily and W'kly
NEW ALBANY,	Ledger (e. o. d.),	Daily and W'kly
RICHMOND,	Palladium,	Daily and W'kly
SEYMOUR,	Democrat,	Daily and W'kly
SHELBYVILLE,	Democrat,	Daily and W'kly
SOUTH BEND,	Tribune,	Daily and W'kly
TERRE HAUTE,	Express (e. o. d.),	Daily and W'kly
VINCENNES,	Sun,	Daily and W'kly

IOWA.

ATLANTIC,	Telegraph,	Daily and W'kly
BURLINGTON,	Hawk-Eye (e. o. d.),	Daily and W'kly
CEDAR RAPIDS,	Republican,	Daily and W'kly
CLINTON,	Herald,	Daily and W'kly
COUNCIL BLUFFS,	Nonpareil,	Daily and W'kly
CRESTON,	Gazette,	Daily and W'kly
DUBUQUE,	Herald,	Daily and W'kly
IOWA CITY,	Republican,	Daily and W'kly
KEOKUK,	Constitution-Democrat,	Daily and W'kly
MARSHALLTOWN,	Times-Republican,	Daily and W'kly
MUSCATINE,	Journal,	Daily and W'kly
OTTUMWA,	Courier,	Daily and W'kly
SIOUX CITY,	Journal,	Daily and W'kly

KANSAS.

ATCHISON,	Champion,	Daily and W'kly
CLAY CENTER,	Times,	Daily and W'kly
EMPORIA,	News,	Daily only
FORT SCOTT,	Monitor,	Daily and W'kly
GARDEN CITY,	Sentinel,	Daily and W'kly
LAWRENCE,	Tribune,	Daily and W'kly
OTTAWA,	Republican,	Daily and W'kly
TOPEKA,	State Journal,	Daily and W'kly

KENTUCKY.

BOWLING GREEN,	Times,	Daily and W'kly
COVINGTON,	Commonwealth (e. o. d.),	Daily and W'kly
LEXINGTON,	Transcript,	Daily and W'kly
MAYSVILLE,	Bulletin,	Daily and W'kly
OWENSBORO,	Messenger & Examiner,	Daily and W'kly
PADUCAH,	News,	Daily and W'kly

LOUISIANA.

SHREVEPORT,	Times (e. o. d.),	Daily and W'kly
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MAINE.

AUGUSTA,	Journal,	Daily and W'kly
BANGOR,	Commercial,	Daily and W'kly
BATH,	Times,	Daily and W'kly
BIDDEFORD,	Journal,	Daily and W'kly
PORTLAND,	Press (e. o. d.),	Daily and W'kly

MARYLAND.

FREDERICK,	Times,	Daily and W'kly
HAGERSTOWN,	Globe,	Daily and W'kly

MASSACHUSETTS.

BROCKTON,	Enterprise,	Daily and W'kly
HAVERHILL,	Bulletin,	Daily and W'kly
LAWRENCE,	American,	Daily and W'kly
LOWELL,	Citizen,	Daily and W'kly
NEW BEDFORD,	Standard,	Daily and W'kly
SPRINGFIELD,	Republican (e.o.d., no cuts),	Daily and W'kly
TAUNTON,	Gazette,	Daily and W'kly
WORCESTER,	Spy (no cuts),	Daily and W'kly

MICHIGAN.

ADRIAN,	Times and Expositor,	Daily and W'kly
BATTLE CREEK,	Journal,	Daily and W'kly
BIG RAPIDS,	Pioneer,	Daily and W'kly
FLINT,	Journal,	Daily and W'kly
GRAND RAPIDS,	Eagle,	Daily and W'kly
JACKSON,	Patriot,	Daily and W'kly
LANSING,	Republican,	Daily and W'kly

MARQUETTE,	Journal,	Daily and W'kly
MUSKEGON,	Chronicle,	Daily and W'kly
PORT HURON,	Times,	Daily and W'kly

MINNESOTA.

FERGUS FALLS,	Journal,	Daily and W'kly
MOORHEAD,	News,	Daily and W'kly
WINONA,	Republican,	Daily and W'kly

MISSISSIPPI.

MERIDIAN,	News,	Daily and W'kly
NATCHEZ,	Democrat,	Daily and W'kly

MISSOURI.

CARTHAGE,	Banner,	Daily and W'kly
CHILLICOTHE,	Tribune,	Daily and W'kly
HANNIBAL,	Journal,	Daily and W'kly
JEFFERS'N CITY,	Tribune,	Daily and W'kly
JOPLIN,	Herald,	Daily and W'kly
MOBERLY,	Monitor,	Daily and W'kly
ST. JOSEPH,	Herald,	Daily and W'kly
SEDALIA,	Democrat,	Daily and W'kly
TRENTON,	Republican,	Daily and W'kly

NEBRASKA.

BEATRICE,	Express,	Daily and W'kly
FREMONT,	Herald,	Daily and W'kly
LINCOLN,	State Journal,	Daily and W'kly
NEBRASKA CITY,	Press,	Daily and W'kly

NEW HAMPSHIRE.

CONCORD,	Monitor and Statesman,	Daily and W'kly
DOVER,	Democrat,	Daily and W'kly
MANCHESTER,	Union (e. o. d.),	Daily and W'kly
NASHUA,	Telegraph,	Daily and W'kly
PORTSMOUTH,	Times and Union,	Daily and W'kly

NEW JERSEY.

BRIDGETON,	News,	Daily and W'kly
BURLINGTON,	Enterprise,	Daily and W'kly
CAMDEN,	Post,	Daily only
ELIZABETH,	Journal (no cuts),	Daily and W'kly
NEW BRUNSW'K,	Fredonian,	Daily and W'kly
VINELAND,	Journal,	Daily only

NEW YORK.

AMSTERDAM	Democrat,	Daily and W'kly
AUBURN,	Advertiser,	Daily and W'kly
BATAVIA,	News,	Daily only
BINGHAMTON,	Democrat,	Daily and W'kly
CORNING,	Democrat,	Daily and W'kly
ELMIRA,	Gazette and Free Press,	Daily only
FLUSHING,	Journal,	Daily and W'kly
GLENS FALLS,	Times,	Daily and W'kly
HORNELLSVIL'E,	Tribune,	Daily and W'kly
HUDSON,	Republican,	Daily and W'kly
ITHACA,	Journal,	Daily and W'kly
JAMESTOWN,	Journal,	Daily and W'kly
KINGSTON,	Freeman (no cuts),	Daily and W'kly
LOCKPORT,	Journal,	Daily and W'kly
LONG IS'ND CITY,	Star,	Daily and W'kly
MIDDLETOWN,	Argus,	Daily and W'kly
NEWBURGH,	Journal,	Daily and W'kly
OGDENSBURGH,	Journal,	Daily and W'kly
OLEAN,	Times,	Daily and W'kly
OSWEGO,	Palladium,	Daily and W'kly
PORT JERVIS,	Union	Daily and W'kly
POUGHKEEPSIE,	Eagle,	Daily and W'kly
ROME,	Sentinel,	Daily and W'kly
SYRACUSE,	Journal,	Daily and W'kly
TROY,	Times (4 t. a w., no cuts),	Daily and W'kly
UTICA,	Press,	Daily only

NORTH CAROLINA.

DURHAM,	Recorder,	Daily and W'kly
NEW BERNE,	Journal,	Daily and W'kly
RALEIGH,	News and Observer,	Daily and W'kly
WILMINGTON,	Morning Star,	Daily and W'kly

OHIO.

CANTON,	Repository,	Daily and W'kly
CHILLICOTHE,	News,	Daily and W'kly
COLUMBUS,	Press (e. o. d.)	Daily and W'kly
DAYTON,	Herald (e. o. d.).	Daily and W'kly
HAMILTON,	News,	Daily and W'kly
LIMA,	Times,	Daily and W'kly
MANSFIELD,	Herald,	Daily and Wk'ly
NEWARK,	Advocate,	Daily and W'kly
SANDUSKY,	Register,	Daily and W'kly
SPRINGFIELD,	Republic-Times,	Daily only
STEUBENVILLE,	Herald,	Daily and W'kly
TOLEDO,	Commercial,	Daily and W'kly
XENIA,	Gazette,	Daily and W'kly
YOUNGSTOWN,	Telegram (e. o. d.),	Daily and W'kly
ZANESVILLE,	Courier,	Daily and W'kly

PENNSYLVANIA.

ALLENTOWN,	Chronicle and News,	Daily and W'kly
ALTOONA,	Tribune,	Daily and W'kly
BEAVER FALLS,	Tribune,	Daily and W'kly
CHESTER,	Times,	Daily only
DANVILLE,	Record,	Daily and W'kly
EASTON,	Free Press,	Daily and W'kly
ERIE,	Dispatch,	Daily and W'kly
HARRISBURG,	Telegraph,	Daily and W'kly
HAZELTON,	Sentinel,	Daily and W'kly
JOHNSTOWN,	Tribune,	Daily and W'kly
LANCASTER,	Examiner,	Daily and W'kly
LEBANON,	Times and Standard,	Daily and W'kly
LOCK HAVEN,	Express,	Daily and W'kly
McKEESPORT,	Times,	Daily only
MAUCH CHUNK,	Times,	Daily only
MEADVILLE,	Tribune and Republican,	Daily and W'kly
NORRISTOWN,	Herald and Free Press,	Daily and W'kly
OIL CITY,	Derrick (e. o. d.),	Daily and W'kly
PHOENIXVILLE,	Star,	Daily only
POTTSTOWN,	Ledger,	Daily and W'kly
POTTSVILLE,	Miners' Journal,	Daily and W'kly
READING,	Times,	Daily and W'kly
SCRANTON,	Times,	Daily and W'kly
SHAMOKIN,	Dispatch,	Daily and W'kly
SHARON,	Eagle,	Daily and W'kly
SHENANDOAH,	Herald,	Daily and W'kly
TITUSVILLE,	Herald,	Daily and W'kly
TOWANDA,	Review,	Daily and W'kly
WEST CHESTER,	{ Local News and Jef- } { fersonian (3 t. a w.), }	Daily and W'kly
WILKES-BARRE,	Record of the Times,	Daily and W'kly
WILLIAMSPORT,	{ Gazette and Bulletin } { (no cuts), }	Daily and W'kly
YORK,	Daily,	Daily and W'kly

RHODE ISLAND.

PAWTUCKET,	Evening Times	Daily only
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SOUTH CAROLINA.

COLUMBIA,	Register (e. o. d.)	Daily and W'kly
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TENNESSEE.

CHATTANOOGA,	Times,	Daily and W'kly
KNOXVILLE,	Journal,	Daily and W'kly
MEMPHIS,	Public Ledger,	Daily and W'kly

TEXAS.

BRENHAM,	Banner,	Daily and W'kly
HOUSTON,	Post,	Daily and W'kly
SAN ANTONIO,	Express (2 t. a w.),	Daily and W'kly
SHERMAN,	Democrat,	Daily and W'kly

VERMONT.

RUTLAND,	Herald,	Daily and W'kly
ST. ALBANS,	Messenger,	Daily and W'kly

VIRGINIA.

LYNCHBURG,	Advance,	Daily and W'kly
NORFOLK,	Virginian (e. o. d.),	Daily and W'kly
PORTSMOUTH,	Times,	Daily and W'kly

WEST VIRGINIA.

CHARLESTON,	Star,	Daily and W'kly
HUNTINGTON,	Times,	Daily only
PARKERSBURG,	State Journal,	Daily and W'kly
WHEELING,	Intelligencer (e. o. d.),	Daily and W'kly

WISCONSIN.

BELOIT,	Free Press,	Daily and W'kly
EAU CLAIRE,	Free Press,	Daily and W'kly
FOND DU LAC,	Commonwealth,	Daily and W'kly
JANESVILLE,	Gazette,	Daily and W'kly
LA CROSSE,	Republican and Leader,	Daily and W'kly
MADISON,	Journal,	Daily and W'kly
MILWAUKEE,	Wisconsin (2 t. a. w.),	Daily only
OSHKOSH,	North-Western,	Daily and W'kly
RACINE,	Journal,	Daily and W'kly

NEW BRUNSWICK.

MONCTON,	Times,	Daily and W'kly
ST. JOHN,	Telegraph (e. o. d.),	Daily and W'kly

NOVA SCOTIA.

HALIFAX,	Herald,	Daily and W'kly
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PROVINCE OF ONTARIO.

BELLEVILLE,	Ontario Chronicle,	Daily and W'kly
BERLIN,	News,	Daily and W'kly
BRANTFORD,	Expositor,	Daily and W'kly
BROCKVILLE,	Recorder,	Daily and W'kly
GUELPH,	Herald,	Daily and W'kly
HAMILTON,	Times,	Daily and W'kly
KINGSTON,	British Whig,	Daily and W'kly
LONDON,	Advertiser (e. o. d.),	Daily and W'kly
PETERBOROUGH,	Review,	Daily and W'kly
PORT HOPE,	Guide,	Daily and W'kly
ST. CATHARINES,	Journal	Daily and W'kly
ST. THOMAS,	Journal,	Daily and W'kly
STRATFORD,	Herald,	Daily and W'kly

THE RELATIONS OF THE ADVERTISING AGENT AND THE PUBLISHER.

Extracts from the address of John W. Forno, of Streator, Ill., delivered before the National Editorial Association at San Antonio, Texas, in November, 1888.

Mr. Forno begins with the following statement, which may be described as flowery:

Whatever the relationship he now sustains toward the publisher the advertising agent was born of necessity, cradled in the arms of the publisher, and drew his sustenance from the foreign advertiser. While the line of consanguinity may not be easily traced, who can doubt the character of his affectionate advances, or the filial devotion with which he sticks to a publisher for a low contract? His true relationship may seem enshrouded in impenetrable darkness, but if one brushes away the cobwebs of doubt and skepticism he can discern that his existence is due to proper causes. Though a child of circumstance there are none, in the newspaper world, too proud to do him reverence. In the sanctity of their little offices publishers may proclaim him tyrant, but in his august presence "they bend the pregnant hinges of the knee, that thrift may follow fawning."

In expressing what an agent ought to be, Mr. Forno unconsciously describes the "special" agent:

An agent, properly, is one authorized to act for another, and it is his duty to secure the highest fair price obtainable for whatever his principal has to offer. If he does not do this, as an agent he is using bad faith toward his principal and attempting to take advantage of those whom he pretends to serve.

He enumerates some of the services which the general agent renders to advertisers:

The advertising agent evinces no intelligent conception of space but locates a position with unerring perspicuity. No one better than he understands the weakness of publishers whose ambition leads them to publish a paper one size too large—a folly much too prevalent. Taking advantage of the dull seasons, he makes his annual contracts upon terms most favorable to himself.

States a great truth:

It is better to have a paper well filled with small advertisements at good rates, than to permit a few large ones to monopolize all the space.

Discourses on the question of newspaper circulations:

Circulation ratings very naturally lead to further estrangement between agents and publishers. Directory compilers have an arbitrary method of determining circulations that does not commend itself. If one desires an absolutely fair statement he plunges into a labyrinth of figures and extricates an average. Making an iron-clad affidavit the returns are sent in with the proud satisfaction that one has done equal and exact justice to all interested. His peace of mind is undisturbed until the new directory appears. In it he finds a

statement that the agent will guarantee with a forfeit of \$100 the circulation of every paper marked in a specified manner. Turning impatiently to his own city with the most pleasurable anticipations, his tranquility is lost. His circulation is an insignificant thing compared with other quotations. His rating, it is true, is supported by his own sworn statement, but the circulations of his contemporaries are guaranteed by the agent, or if not are given the weight of his authority. The one may be correct to a fraction, the others largely inflated, but disinterested advertisers are not favorably influenced by an affidavit which shows a circulation less than that claimed by others. By systematic abuse the publisher's affidavit has been brought into disrepute. Against the agents' guarantee, or even the wildest misstatements, it has no appreciable weight or significance. Indeed it only exposes the publisher to ridicule and insult. Instead of deriving any consolation from his endeavors to be fair, the publisher mentally resolves ever after to place himself in line with the great army of prevaricators.

There never was a positively truthful statement of circulation in any directory that did not do the publisher who made it a rank injustice. To be just to one's self, therefore, one is driven to be unjust. He is compelled to depend alone upon his flexibility of conscience, and the probable limit within which deception will be successful.

Mr. Forno pretaced the last quoted remarks with a statement to the effect that:

There are no publishers here who do not know that his neighbor has been given a rating far in excess of his just deserts!

In this connection it may not be out of place to quote one or two statements put forth by the compilers of the "American Newspaper Directory":

Advertisers soon perceive that most of the discredit heaped upon publishers' statements of circulation comes from other publishers. Advertisers are much more ready to believe that a certain paper has an enormous issue than the publisher of a rival publication is.

Long experience has demonstrated that a report which gives statements in round figures, signed with a hand-stamp, not signed at all, or not dated, is so made because the publisher prefers a statement with a loophole.

Sworn statements are not specially valued, and printed affidavits covering some long past period invite distrust.

A plain statement covering a period of three months last past, signed by the publisher with a pen and dated, is always received with much confidence. It is the sort of report which is most desired.

How the Advertising Agent succeeds in securing such low prices:

The Advertising Agent makes his advances insidiously. His propositions, gradually raising under the most strenuous protests drag along until the pressure of necessity or some untoward circumstances lead the publisher to accept ultimately less than he should or would otherwise.

Advertisers also "catch on":

The systems of Advertising Agencies have been adopted by advertisers, who also insist upon a "commission."

The natural result is pictured :

Rates for foreign advertising, both from agents and principals, have become shamefully demoralized. Advertisements have been taken at such ruinously low rates as to discredit the pretensions of publishers, and breed contemptuous disregard among advertisers. From the agent the contagion is spread until it reaches the local druggist or the man who handles a three-dollar shoe. The effect, therefore, is far-reaching, coming home to the very doors of the office, creating prejudice and discontent among local advertisers.

Druggists in the smaller cities who were at one time liberal patrons of the local papers, have almost discontinued the use of space and depend upon the prominence given them by having their names mentioned at the foot of a patent-medicine advertisement, accepted at less than half-price from the Advertising Agency.

"And to this condition has it come at last?" And it is a condition, not a theory. A letter from a leading advertiser reads:

"The fact is we have so many hundreds of papers of similar character and circulation which we pay less than one-fourth the price you name, that it would be very foolish indeed for us to pay anything like the price you quote."

At this point Mr. Fornof deals with publishers themselves in a way which is positively libelous:

Gentlemen, here is the key to the entire situation. It is not the Advertising Agent alone who is at fault, but the publisher as well, and the methods into which both have drifted. The general condition of society is responsible for the deceptions practiced. But, after all, giving each factor due consideration, the resultant evils of which we so much complain are directly attributable to the publisher. It is pure adaptability to a special line of business which makes one successful where another fails. The number of impositions to which publishers meekly submit betrays insufficient business acumen and a lack of moral stamina.

A little further on he discloses a great truth:

If an advertiser can get four newspapers of the same class for the price of one he would be extremely foolish to take the one, but if a person acting in the capacity of agent (*Special Agent*) can get a fair price for any paper he represents, it is his duty to do so regardless of that state of fact. He cannot serve both the publisher and advertiser whose interests are in direct antagonism. He must either be the agent for the one or the other, and bitter experience has taught the publisher that he is invariably found interceding in behalf of the advertiser.

He seeks a remedy for existing abuses:

Such is the complexity of affairs in the newspaper world that no publisher is able to transact his business without intervening agencies. It was an imperative demand that brought the Advertising Agent into existence. Had he subserved faithfully the interests of his principals, he would be the mere instrument through which the publisher could extend his business. Their relations under such circumstances would be pleasant and mutually profitable. Under present conditions there is a growing dislike and unfriendliness that must eventuate in speedy reformation or a grievous loss to both agent and publisher.

It would seem that the natural remedy must have been apparent to Mr. Fornof and to his hearers. It is simple and easy of application. Every publisher should have a Special Agent in every large city, one who will call upon every advertiser personally, explain to him the merits of the paper, ascertain how much the advertiser is willing to pay, charge him as much as possible; and finally secure and forward the order to the publisher at a price which cannot fail to gratify him.

Mr. Fornof, however, sees another remedy, which he sets forth as follows:

As "the laborer is worthy of his hire," so is the Advertising Agent worthy of his commission, if his work is conscientiously performed. Agents should co-operate with publishers in an earnest endeavor to remedy existing evils.

By united effort, agents themselves could enforce this reform. If left individually to publishers, whose interests and conditions are so widely divergent, it is doubtful if such a consummation is speedily realized. It is only through organization that such movements succeed.

This is the time of year when the home, family or agricultural paper of already large circulation puts forth extra efforts to obtain new subscribers. It is the time of year when the farmer's crops are harvested, and he has the cold cash in hand—for but a short time, maybe; but he is more likely to think of taking a first-class agricultural weekly or monthly when he has the funds and the time to think of it, than in the spring or summer, when driven with work, and with calls for his money. These papers issue extra editions of from 50,000 to 500,000 copies, and judiciously distribute them—by means of specially obtained addresses—where it is thought they will do the most good. It must be remembered, too, that live advertisers are not slow to perceive the advantage of such extra editions as a means of setting forth their wares. Consequently the publishers are able to get back from their advertising columns a large part of the outlay necessary for such mammoth editions.—*American Advertiser Reporter*.

An inexperienced person, seeking to place a line of advertising, is apt, in the first place, to become bewildered by the conflicting and irreconcilable claims and assertions of the newspaper publishers to whom he applies for information and estimates, and, in the second place, to be misled and consequently disappointed in the result of his choice.

BRAINS AS A FACTOR OF ADVERTISING.

An artist whose pictures were noted for their brilliancy of color, on being asked "With what do you mix your colors?" replied, "Brains, madam, brains." The same ingredient should enter into the composition of every advertisement.

To formulate and conduct a scheme of advertising requires brains and money, and, to a certain extent, the more of one employed the less of the other will be required.

What have you to offer the public? Is what you have to offer worth having? If it isn't don't advertise. Is it capable of general application? If so, advertise it generally; but if its use is restricted to a certain class, confine your advertising to addressing that class.

What do you intend to say in your advertisement? To whom do you wish to say it? How much do you mean to expend? Weigh these questions well. Consider them separately and collectively, and above all things answer them definitely. Don't say you want to advertise thoroughly, for thorough advertising in this country alone would necessitate an annual expenditure of many hundred thousand dollars.

The one best qualified to write your advertisements is yourself. You are best able to tell of the merits of that which you advertise. Be interesting and truthful. Say all that is to be said. Write it all out, and then "edit" your manuscript down to the desired length. Condensation is the homœopathy of advertising.

If you would advertise generally, use the leading newspapers and magazines of the country; but if you would limit your advertising to addressing an especial class, confine your advertisements to the publications that circulate among the members of that class. Experience is indispensable in a judicious choice of mediums.

You alone know what amount you desire to expend in advertising. That is, the amount which you have at command or are willing to venture on the trial. Your decision on this point will influence the amount of space occupied by the advertisement, and also the number and quality of the mediums used and the duration of the advertising.

Finally, if you cannot devote to advertising the time and care that you do to other branches of your business, em-

ploy some one to conduct your advertising for you, or don't advertise.

You can employ skilled writers of advertisements for ten dollars an hour; or you may be able to secure the services of an experienced conductor of advertising who will superintend that department of your business for a substantial monthly or yearly stipend; or you can place the sum you desire to expend in advertising in the hands of some reliable advertising agent who will conduct your advertising in a manner best calculated to secure large and immediate returns; and for his services charge you—nothing.

THE value of certain kinds of local news is well set forth in the following critical but badly spelled communication:

Dear Sir—I heareby offer my resignation as a subscriber to your paper, it being a paper, it being a pamphlet of such small knonsense as not to Benefit my family by takin' it. What you need in your sheet is branes and some one to rummel up news and write eddytoryals on live topicks. No menshion has been made in your shete of me butcherin' a poland china pig weighin' 369 pounds, or of the gaps in the chickens out this way. You steugusly ignore the fact that the tater bugs am eatin' things up out here, and say nothin' 'bout Hi Simpson's durham bull calf breakin' its legs fallin' down a well, or of grandma sipes having the sore legs. Two important weddin's here have been utterly ignored by your column, and a two-kolumn obituary writ by me on the death of grandpa Henry, was left out by your shete, to say nothin' of a alfabetical poem beginnin' with "A is for Andy and also for Ark" writ by my darter. This is why your shete is unpopler here. If you don't want any eddytoryals from this place and ain't goin' to put in any news in your shete we don't want said shete.

Yours in disgust,

HIRAM DOAKS.

P. S.—If you print that obituary in your next isoo I may sign again for your shete,—
National Editorial Journalist.

NOWADAYS it is a favorite device of advertisers to disguise their publications as reading matter to gain for them greater attention and effect. A century ago it was a favorite device of writers for the press to disguise their compositions as advertisements to gain for them greater attention, trusting the desired effect to follow notice. The cause of the change is easy to perceive. A century ago advertisements won observation by their comparative rarity; they are now so common that special means are requisite to command attention to them. Hence the "reading notice," for which an extra rate is willingly paid as an assurance that what the advertiser has said shall not be overlooked by those whom he wishes to hear it.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

CHAS. L. BENJAMIN,
EDITOR.

GEO. P. ROWELL & CO.,
PUBLISHERS.

PRINTERS' INK is issued on the first and fifteenth of each month. Terms, post-paid, One Dollar a year, in advance; single copies, Ten Cents.

ADVERTISING RATES:

25 Cents a Line.
25 Dollars a Page.
15 " 1/2 "
10 " 3/4 "

Office: No. 10 Spruce St., New York.

NEW YORK, JANUARY 1, 1889.

RETROSPECT.

'Mid heats of Summer—ripening into fruit
The pledge of Spring against the common
need—

We come, and planting here this little seed,
Dare hope to see it break—a vigorous shoot,
Spreading and thriving, stem, and branch, and
root—

Through cumbering soil, or what else would
impede,

Unvexed by parasite, unscaped by weed;
Sovereign to balsam, helpless to pollute;
With blossoms due, to scent the encircling air;
With seasoned flowers, to paint the 'mediate
scene;

With mellowed harvests, showering manna
food,

And matted leaves to breast the noontide
glare;

Kept by pure rills and set in pasture green,
A grove we dream it; eke a stately wood.

Such was the salutatio of PRINTERS' INK when, upon the fifteenth day of July, 1888, the initial number was issued.

The seed planted "'mid heats of Summer" has fulfilled the wish expressed.

PRINTERS' INK has thrived and is spreading. Of the first number 7,600 copies were printed, and for several months to come a regular issue of over 10,000 copies is assured.

CIRCULATION IN 1888:

July 15.....	7,600
August 1.....	6,300
August 15.....	6,300
September 1.....	6,500
September 15.....	19,500
October 1.....	6,200
October 15.....	6,200
November 1.....	6,200
November 15.....	10,320
December 1.....	10,808
December 15.....	10,560

Total..... 96,560

A glance at this table will show that the total circulation of PRINTERS' INK since its establishment has been 96,560 copies, or an average semi-monthly issue of 8,778 copies!

PRINTERS' INK is a journal for newspaper advertisers. It aims to teach the business man how, where and when to advertise. It affords an excellent means of communication between publishers and advertisers, and to those who have availed themselves of its pages for this purpose it has already borne abundant fruit.

PRINTERS' INK is in fact the "trade journal" of advertisers: the advocate of newspaper advertising.

SOME alleged journals and organs provide so meagre a quantity and quality of reading matter, and clamor so loudly and incessantly for "support" from the members of the trades or interests supposed to be benefited by the publications in question, that it is not uncharitable to assume that the journalistic feature is pretense and advertising the "first, last and all the time" object. "Newspaper advertising" presupposes the existence and presence of news and its related literature, and where these are wanting, or lack genuineness or spirit, advertising patronage should either be withheld, or bestowed upon other grounds and terms than such as pertain to the placing of real advertising with a real periodical of news or literature.

NOR the least valid objection can be raised to high-priced advertising, but there is not a word to be said in favor of paying more for the insertion of any advertisement than it is worth. The root of the difficulty between some newspaper publishers and the advertising agents is that the former think they should have as much as they can get for advertising, and the latter, that the publishers should have as much as the service is worth; the "worth" to an advertiser being the lowest rate that the publisher is willing to make to anybody.

"THROUGH the agency of spirit control, a new remedy for disease has been discovered in the Puget Sound Country." Such is the interesting announcement that we read in a Spiritualistic journal published at San Francisco. This information, we are bound to say, is to be found, not in the news department, but in the advertising columns of the journal in question, and has presumably been furnished by the mundane person who has appropriated to himself the proprietorship of that which has been so wonderfully revealed, by associating the "remedy" with the purely human device of a trade-mark. After this, it is not surprising to learn that the best terms upon which suffering humanity can hope to be relieved, "through the agency of spirit control," of such simple ailments as dyspepsia or heart-disease is a dollar and a quarter, while the victim of "constant heat in top of head" may expect to be mulcted by the spirits, or their earthly representatives, to the tune of as much as two dollars and a half. By some oversight, the spirits have failed to provide any means of relief for those that suffer without having the price of alleviation, and in this they have shown themselves no whit superior in mind or soul to the untutored children of the forests of North and South America, Asia and Africa that have hitherto stood answerable for the "simples" of nature that the simples of civilization have partaken of in large quantities, and upon similar terms to those above quoted.

THE practice of advertising stolen articles as "lost" and inducing their return by the offer of a reward and a promise of "no questions asked," though not unknown to these days, was much more common in the last century, when both tastes and morals measured to a lower standard than now. It seldom occurs to the mind of the victim publishing such a notice, that he is offering to commit the criminal offense known to the law as "compounding a felony."

IT is a possibility, based upon repeated experience, that an advertiser may place his advertisement in a newspaper circulating 200,000 copies, and have no return from it. He may pay well nigh the same price for putting it in another newspaper circulating less than one-tenth of the copies circulated by the other, and make handsomely by the venture. "The greater the circulation the cheaper the rate," is true, but it is not the whole truth. To be that, the axiom quoted should have prefixed to it the clause: "Other things being equal."

"NOTHING venture, nothing have," is just as true a maxim in advertising as in any other line of business; neither more nor less true. It is impossible that all advertising should succeed, however well devised; it is impossible that all should fail, if it be well conducted. The concurrence of good fortune with good management lies at the root of success in every enterprise. He that waits for fortune never finds it! The risk of good or bad success must be taken.

CIRCULATION is always an important factor in determining the price that an advertiser is willing to pay for service. Circulation can only be maintained or strengthened by making a paper attractive or useful to its readers. This cannot be done without a liberal expenditure of time, labor and money on the reading columns; for advertisements will not float a journal in a literary sense, however important financially. Put the editorial department to the front and the business department will not lag long or far behind.

THE greater the proportion of reading matter in a periodical admitting advertisements, the greater the value of its advertising space. This is one element for an advertiser to consider, who may deem the rates of such a publication stiffer than his first opinion warrants.

INGENIOUS AND ATTRACTIVE.



When an advertisement is made a puzzle it perhaps attracts the attention of children, or idle persons; but it is probable that an advertisement intended to influence business men is more effective if set in plain, conspicuous type; telling its story in a straightforward way which no one can fail to comprehend. Yet notwithstanding this, the illustration given above is an ingenious and attractive device.

So long as the news matter of a periodical, and the generality of the advertisements are printed in black on a white ground, it will follow that white lettering on a black ground will be one good way of making an advertisement conspicuous.

In an old newspaper, it is a common experience to find the advertisements more entertaining and instructive than the news items and articles. Although advertisers, as a rule, write for money only, it may not be amiss to remind them that they are decreed by Fate to be likewise writers for fame, and that any lack of inspiration from the spur of self-interest ought to be supplied by the good of self-esteem.

THE EDITOR'S LIFE.

AN EXISTENCE OF ELEGANT LEISURE
AND LUXURIOUS EASE.

A young man writes from one of the rural villages of Tennessee to the Louisville *Courier-Journal*: "I have been teaching school ever since I quit school about a year ago, but I do not like it. It is time I had chosen a profession, and I think I would rather be an editor than anything else, for I like ease and comfort and plenty of money, and do not like to work. To be an editor, to sit in an elegant sanctum, with nothing to do but write when I feel like it, to

have plenty of money and to go where and when I please, free of cost, and lead the editor's quiet life of ease, without care or trouble of any sort, is the height of my ambition. My friends think I ought to study law or medicine, or keep on teaching; but to be a lawyer or doctor requires too much study, and too much brains to start with, and teaching is too much work. Under these circumstances, would you not advise me to become an editor?"

We certainly would; your ideas of the life of an editor and of his surroundings and freedom from care and toil are singularly accurate. An editor is the happiest being on earth. He has little or nothing to do and his pay is all that heart could wish. His sanctum, with its Persian rugs and Turkey carpets, its costly rosewood furniture, its magnificent mirrors, its beautiful pictures, its complete library of splendidly bound books, its buffet stocked with the finest wines, liquors and cigars which cost but a puff or two, its silver bells to summon an attendant whenever a julep or a cocktail is wanted, and, in short, with everything that human ingenuity can devise for its comfort and pleasure, is a perfect little paradise, where he sits or lounges and reigns a young lord—with the world of fashion and pleasure at his feet. And then anybody can be an editor—no study, no brains, no preparation, nothing but a little money to start with, and once started the money pours in upon you in a steady stream and the chief effort of your life is to spend it. As for the labor of editing a newspaper, that is mere moonshine. A mere glance at the columns of a newspaper is enough to convince you that it requires no labor to edit it and less brains. It is certainly a glorious life, that of an editor, a life of luxurious ease and elegant leisure—a life for the gods, filled like that of the young lover in his first sweet dream of requited love, with flutes and rose leaves and moonbeams.

While not a wave of trouble rolls
Across his peaceful breast:

and that all men are not editors is one of the strangest things beneath the stars.

ADVICE TO YOUNG AUTHORS.—
"Never write on a subject without having first read yourself full on it, and never read on a subject till you have thought yourself hungry on it."—*Jean Paul Richter.*

A SHORT SERMON ON PRINTERS' INK.

BY "THE PREACHER."

It was the late Mr. Underwood, of earned memory, who, in a treatise delivered once upon a time, now upwards of thirty years ago, to one of the societies of philosophers honored and adorned by his fellowship—the subject of his said treatise being that of Inks; regarding them in their constitution, their history and their uses to mankind—it was this accomplished palæographer that catalogued the qualities necessary to the character of a good ink for printers. These were, that it should *distribute freely*; that it should possess *greater affinity for the paper than the types*; that it should *dry speedily on the paper and not at all on types or rollers*; that it should be *proof against time and chemical subverters*, and that it should *never change color*.

The true nature of this journal would seem to run side by side with that of the commodity from which its name is borrowed, as a brief consideration will suffice us to show. "It should distribute freely." Beyond peradventure, this is what those who publish it chiefly desire, and its doing so may prove as serviceable as in the other category. "It should possess greater affinity for the paper than the types." Here the similitude lies deeper, but we may take it to be that those who conduct this publication should give to their own especial charge their first, best and longest endeavors, and but occasionally and in a general manner concern themselves with the whole class of literature whereof they doubtless wish their own member to be the type and exemplar. "It should dry speedily on the paper and not at all on types or rollers." Neither does the analogue here lie upon the surface; yet shall we go wrong if we put it to mean that the sequent issues of this journal, as they distribute themselves, shall take hold upon and incorporate themselves with those to whom they are sent out, and not harden upon and make clogged and indurate the senders, but leave them free and pliant for further service? "It should be proof against time and chemical subverters." The parallel here is plain, being nothing less than that the quality of that which this journal shall utter should be sound and universal so as always to be true and seasonable and

firm against those mercurial characters that would forever be putting something new in the place of that which is tried and familiar. "It should never change color." Needless it is to dwell on this point, since turning one's coat hath ever been accounted an unpardonable blemish.

The reflections set in train by a comparison of the two capacities of PRINTERS' INK—the one as being a means of conveying intelligence to the eye and the other the like to the mind—lead us to a conclusion that there is much "in a name," at some times and in certain cases. And if we carry our reflections from the journal called PRINTERS' INK to its readers and supporters, we shall be led to enjoin upon them that they "distribute freely" the information that they would have the people to know as concerning their merchandizing and like affairs; that they "possess greater affinity for the paper"—meaning thereby the public journals that offer to spread their business abroad to their profiting—than for "the types"—meaning those ancient and set forms of conducting one's business that takes not account of the public journals as helps to the bringing in of customers; that they "dry speedily on the paper," as meant for an urging to speedy payment of their debts to the journals that serve their ends, and "not at all on types or rollers," thereby intending that they should not encumber nor spoil the powers of those journals by denying or delaying payment for service, when due; that they be "proof against time and chemical subverters," as not wearying of well-doing as advertisers, nor to be led aside from their practices of advertising by the fair speeches of doubters or designers, and that they "never change color"—meaning by the same that they depart not from what they have proved, and which has been established by the testimony and experiences of many generations.

Let us now make an end by giving voice to a wish that PRINTERS' INK may be all and always such as its name imports.

MELVILLE E. STONE, who built the Chicago *Daily News* in a phenomenal manner, sold out, it is said, for \$350,000. He took hold of the paper about twelve years ago, when it was nothing, and made it circulate more largely than any daily in the West. He is now traveling in Europe.—*Newspaper Union*.

A CHINESE ADVERTISE- MENT.

"At the shop, 'Prosperous in the Extreme' (*Tae-Shing*), very good ink; fine! fine! Ancient shop; great-grandfather, grandfather, father and self make this ink; fine and hard—very hard; picked with care, selected with attention. This ink is heavy, so is gold. The eye of the dragon glitters and dazzles, so does this ink. None makes like it—others make ink for the sake of heaping up base coin, and cheat; I make it only for a name. Plenty of gentlemen know my ink—my family never cheated; they have always borne a good name. I make ink for the Son of Heaven (the Emperor) and all the mandarins in the empire. As the roar of the tiger extends to every place, so does the fame of the Dragon's Jewel [the trade-mark name of the ink]."

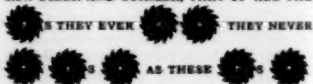
The above translated advertisement of a Pekin tradesman is not only a curiosity; it is even more than an example or object-lesson—it is a revelation of national feeling and habit, all the more valuable because undesigned as such. Without going beyond it, one would know that in China it is a custom to bestow fanciful names upon shops; that there is a family succession in trades and occupations; that rapacity and knavery are familiar vices; that there is a popular reverence for antiquity, for aristocracy, for virtue in the abstract, and for family reputation, and that in verbal expression there is a fondness for hyperbole, a facility of comparison and a tendency to color even ordinary thought with poetical conceits.

In its individual aspects, the composition is distinguished by the felicitous choice of a name for the shop, as well as for the commodity sold thereat, by the bold egotism of the assertions as to motive and character of the ink-maker, and the unrivaled superiority of his ink; by the literary skill evinced in emphases and repetition of quality, and in the suggestion of extraordinary pains in the selection and fabrication of the materials; by the scholarly comparison of the ink (which is made and sold in solid cakes, be it remembered) with gold for weight, and with dragons' eyes for lustre, and by the shrewdness of the appeal to the sycophancy and imitative disposition of the masses in asserting that the ink is esteemed and used by the royalty, nobility and gentry of the empire. In *PRINTERS' INK* for September 15, 1888, is quoted in full (page 120) a London advertisement of the last century that greatly pleased Addison, who styled it "a pattern of good writ-

ing" in the category of advertisements; but upon laying the two side by side and making due allowance for all differences, it would seem that the publication of the ink-merchant of Pekin, even in its necessarily weakened transcription into English, must bear the palm from the London chemist of a hundred years ago. We should be glad if some of our readers would afford us the means of extending the comparison by sending us the best example at hand of an American "ad" of the present time."

AN APPROPRIATE DEVICE.

SAWYERS SAY OF SAWS FILED ON ROGERS' SAW FILER AND GUMMER, THAT OF ALL THE



The above is the appropriate device with which Samuel C. Rogers & Co., of Buffalo, N. Y., manufacturers of "Rogers' Saw Filer and Gummer," head their advertisements.

A certain young man in this city hung out his shingle as an "advertising agent," and having some little experience started out to scare up some business. One very large advertiser at last was persuaded by the offer of such incredibly low rates to try him, and when orders were received by newspaper men, the high character of the business offered went a long way in the young agent's favor. Yet he did not pay his bills, as the *Reporter* has proof. Now, whether it was outside speculation, bad management or what that worked against him, does not appear; but we suspect that he thought he could give better satisfaction for less money than men who have made the business the study of a lifetime; and he only awoke to his mistake when it was too late. Advertisers should look to something else beside the low price when about to make contracts with new and untried people. Bricks cannot very well be made without straw, and a man cannot succeed who takes in less money than he receives—he cannot take business on a five per cent. margin and pay ten per cent. for office rent, etc., and long keep his head above water.—*American Advertiser Reporter.*

YE POWERS!

A conspicuous cause for lack of success on the part of many a business man, is to be found in his want of confidence in his own abilities. A pleasing contrast to a case of this sort is exhibited in the following advertisement:

ADVERTISING taught in a

month, including store management. Mr. J. E. Powers, writer of the *Wanamaker* advertising from 1880 to 1886, when that wonderful business was making its growth, is teaching advertising and store-management.

Mr. Powers spends a month in a store, sets up his system of advertising, instructs his successor, puts the store in the way of success, and goes to the next one.

The work is new and unexpected. It has grown out of a desire on the part of the Syndicate Trading Company for the improvement of its stores, and has not gone beyond them as yet.

Mr. Powers has spent a month with Messrs. Almy, Bigelow & Washburn, of Salem, Mass., and with Messrs. Denholm & McKay, of Worcester, Mass.; and these two country stores, though short of his ideal, he considers, have on the whole a more agreeable, proper and even metropolitan air than any in Boston, New York, or Philadelphia.

He is now with Messrs. Callender, McAuslan & Troup, of Providence, and his advertisements will appear in the *Providence Journal* during June in the form of daily news of the store.

The *Journal* (sent during June for 75 cents; address the *Journal*, Providence, R. I.) will show what course he takes in the papers. Let it be borne in mind, however, that stores as well as populations differ, and that what is right for one may be wrong for another. A store must be studied before it is touched: its public also.

Mr. Powers' next free month is October. His only requirement is that the store he serves shall be honest.

The scope of his work is how to succeed. He has no secret; no trick: one may almost say, no art.

His sole reliance: acceptability.

Inquiries are welcome. Address in June, J. E. POWERS, Hotel Dorrance, Providence, R. I. Home address, Wellesley Hills, Mass.

"BRICKS WITHOUT STRAW."

Imagine how foolish a man must be who does such an absurd trick as has been done quite recently in some of the best London papers. "A Musical Box" to play six tunes was advertised; price one shilling. The people who answered the advertisement had a card-board box sent to them, inside which was a common wooden whistle, value one penny, and a sheet of music giving instructions how to play six tunes. Of course, immediately the swindle was palmed off on one or two people, the papers received letters of complaint, and all the

advertisements were stopped, no doubt greatly to the disgust of the "musical-box" proprietor.

Advertising demands, if it is to be really successful, an article that is wanted, and which will meet the want in every particular. These last words need emphasizing. Many and many a failure could be traced to the article advertised, not to the advertising. Advertising cannot make money out of first orders, any more than a shop can pay its way if people never enter it a second time. But given an article that is wanted, and which pleases those who purchase it, the way to fortune is comparatively clear, and a further stride may be made. Let these remarks have attention. Let every article advertised be itself an advertisement.

Not one advertiser in a hundred finds the profit on the first orders sent to him by people who have been reached by his advertisement sufficient to pay his advertising agent. But honest, capable advertisers will show you by their books that a first order of, perhaps, only a few shillings brought by an advertisement, has been followed up month after month for years by regular orders. The first parcel pleased the purchaser; he or she mentioned it to a friend; the friend ordered, was pleased—and so these two people became walking advertisements, induced others to try the goods; and thus the circle has been and is continually widening, without the advertiser having to take the trouble even to bend his finger.—*Successful Advertising.*

SEVENTH HEAVEN EASILY ACCESSIBLE.

712 ARCH STREET, PHILADELPHIA, PA., {
Dec. 15th, 1888. }

Messrs. Geo. P. Rowell & Co.,

Will you entertain two or three suggestions from an admirer of your first-class Directory, which will if acted upon, much improve that creditable work?

I would ask that you give more classification of class and trade journals. Pray don't let that very last page be your limit. Insert another slip and make it half as long again. Have no "Miscellaneous." Give us as many heads of trade as you can. That's what commercial people want.

Circulation signs are unbusinesslike. People have no time to solve enigmas: please use the plain figures. Always give editorial addresses, street and number.

Ayer's Annual far surpasses yours in simplicity, and is excellent on two latter points, but you can soar away to the seventh heaven over him by really improving your classification of trades, his only defect.

Yours impartially and helpfully,
CHARLES R. KING.

AN UNEXPECTED AID.

[COMMUNICATED.]

I had a little legacy left to me not long ago, and before the will of my benefactor could be probated it became necessary to notify all the heirs and next of kin. At first this seemed to be a prodigious task. The parties entitled to notice were scattered all over the United States and Canada—obviously they could not be notified in person, and the only way to comply with the law was to notify them by publication in the newspapers of their respective localities.

Yes, but how?

I did not know the names of the newspapers in half the places to be reached.

I did not know which were the most advantageous papers in any place.

I did not know the cost.

It looked like an endless job to hunt up the papers; to carry on an extensive correspondence; to make certain that all my notices secured insertion, and to furnish legal evidence that the work was done.

In this dilemma I consulted an old newspaper friend as to the best course to pursue.

"Go down and see Rowell & Co.," he said.

I went to 10 Spruce street, stated my business, and found out in ten minutes the names of all the newspapers in the United States and Canada necessary to be used for my purpose.

I learned what was the regularly advertised rates charged by each of these papers. I discovered that I could get the required advertising done without the slightest trouble to myself by paying to Rowell & Co. the regular rates charged by the newspapers.

"That is curious," I said. "How do you do it?"

"Easy enough," was the reply. "Here is a case containing the record of the regular rates of advertising of the 16,310 newspapers in the United States and Canada. The case is filled with moveable sheets on which the record is kept constantly fresh as changes are made. Of course it has taken a long while to get together such information, but when you have it, it saves a great deal of time. To write separately to each paper for information would take days; to look over the case is the work of a few minutes."

"But how am I to know that you have done the work?"

"No trouble about that," said my informant: "here is a room in which are kept files of all the newspapers with which we do business with any approach to regularity, from eight to ten thousand in all. Any paper can be found in a few minutes. Every advertisement is traced and a record of its insertion is kept."

"But how do you make any money out of it? I see you charge only the regularly advertised rates."

"It is only another illustration of the division of labor which runs through civilized society. We buy advertising at wholesale and sell it at retail. We have special arrangements with the newspapers by which we are allowed a discount which would not be given to you or to any separate advertiser. In short, you might as well undertake to be your own lawyer or doctor, or shoemaker or carpenter, as to do your own advertising. We can do it better and cheaper because we have learned the business. The probabilities are that if you should undertake to do it, it would not only cost you more, and occupy a great deal of your time, but from your lack of knowledge you would waste a good deal of money, because you would select the wrong papers. The division of labor gives you the benefit of a large establishment with extensive appointments. The conduct of business in this way is beneficial to all concerned. It saves time for all because much of the work done for one advertisement serves for many others. It is, for instance, a great saving to the publisher to answer a question once to us, than to answer it separately to many applicants. It is a great saving to use the same set of papers for many advertisers. The same principle extends throughout the entire business, and out of this aggregate saving of labor come profits to us and convenience to our customers."

I became interested in learning the details of this, to me, new business. I found that there are from fifty to seventy persons constantly employed in attending to the minute details of the establishment. The duties of each person are well defined, and yet there is an elasticity about the arrangement that permits one department to be expanded while another is shrunk. The employees work to a great extent interchangeably, and in this way they do more work than could be accomplished were they restricted by iron-clad rules.

All this comes into an exact method, a system of doing business, that is carried to extremes. This, I find, is the reason why newspapers like to do business with the firm. When an order goes out it is in such precise shape that there is no possibility of mistake. The size of the type, the space, the style, the number of insertions required, the amount to be paid, are all set forth with a precision and exactness that is delightful to a business man. I have since found the opinion quite prevalent among publishers that this firm has, in the words of Confucius, or very nearly the same, "Got this business down fine." They have learned the very important lesson of how to save time in the transaction of business. They have learned that one blunder will take out the profit from many orders, consequently they make it a point to get things right the first time.

It looks, for instance, like a useless expense, to set up an advertisement in type and send out printed copy. Yet any one can see how much more certain is printed copy than manuscript. The cost of one blunder in an extensively printed advertisement would pay for the printing of a great many. In other words, "if a thing is worth doing, it is worth doing well."

Among the habits of this firm is prompt payment of bills. There is no delay: no nonsense about it. They cash up promptly, and the time thus saved is a very considerable item in a large business.

One way to save time is to know what are the rules adopted by the publishers of various papers as to the character of advertisements that they will receive. When a man undertakes to attend to his own advertising, he is constantly stumbling against a lot of these rules at the cost of a considerable time, stationery and postage. Some publishers will not advertise medicines; some will not take lotteries, or fortune tellers, or atheist lectures, or what not. Some will not contract to give an advertisement any stated position. To collect and preserve in accessible order all information of this kind, and to become acquainted with the numerous unwritten rules, takes a great deal of time, but when once collected it becomes a valuable stock in trade, and pays both the advertiser and the agency.

One thing about the establishment that struck me was the amount of writing and printing that is done. The

moment you enter the door you hear the sharp business-like click of the type-writers, of which there are several kept constantly employed. Nothing is left for oral record. The memory, ever treacherous to the best of us, is not trusted. Everything goes down in black and white. If one member of the firm wants anything done a stenographer takes down the order and perpetuates it. Thus every item of business can be traced through a series of records. When an order is received it goes down on the record-book at once. It is acknowledged forthwith. It is promptly sent to the publisher. The correspondence about it is copied in a book or filed; the papers containing it are recorded; the number of insertions are checked. There is an accurate chronology of the whole business, the sight of which would be a delight to a systematic business man. It is law and order personified. That is the secret of the smoothness with which the business runs. Contracts for fifty dollars or fifty thousand dollars' worth of advertising may be traced through the chronology with promptitude and certainty.

The business occupies three floors of No. 10 Spruce street, which may be generally called the writing, the printing and the storage floors. The writing is done on the first floor—on a level with the street. Here are the offices of the members of the firm, the heads of departments, the type-writers, stenographers, checkers, book-keepers, etc. In the basement are stored the newspapers, and on the top floor is the printing office.

There is one reform in the method of doing business that has been inaugurated by this establishment, which has turned out to be of great advantage to their customers. This is in the method of making contracts. The old method was to take orders for a specified list of newspapers at rates which, judging from past experience, would prove acceptable to the publishers. This often resulted in disappointment, or loss. Publishers' rates change, and their rules as to the character of advertising change. The fact that an advertisement has been once inserted at a given price is no guarantee that it will be again inserted at the same price. Some publishers would take advantage of the knowledge that the agent had made a contract that he was bound to fulfill, and would exact a price beyond former rates and beyond the contract price re-

ceived by the agency, or, would refuse the insertion altogether on the ground of some new rule.

The new method, which proves by practice to be more satisfactory to the advertiser and the agent, leaves a certain amount of margin in an order so that where publishers make sudden changes in their rates or rules the agency will not be made to suffer by being compelled to pay more than a thing is worth, from the mere fact that the publisher has obtained knowledge that the agency has a contract. It was a common thing under the old practice for the agency to be compelled to pay more than it received. This tended to a rise in the average cost of doing the work, because, to protect itself, the agency was bound to make up in one quarter what it lost in another. Under the old system there was little to do but to appeal to the mercy of the publisher, or beg a release from the contract at the hands of the advertiser—a system that made the agents' interest antagonistic to both. Under the new plan a settlement becomes a matter of mutual agreement and concession. The self-interest of the publisher is checked by the self-interest of the agency and the advertiser; by the simple possibility of substituting one paper for another. The rapid growth of newspapers favors the new plan, because the choice of papers is more extended. There are so many ways of reaching the public that the advertiser gets the benefit of the competition. The agency becomes his messenger to search around among the different papers and find the one which will do the advertisers' work on the best terms; that is, give greatest service for least money. The practical result has been the benefit of all parties. The publisher hesitates before turning away trade by demanding a price which is too high. The agency is benefited by more business and the advertiser by low prices.

This is only one of a number of instances where the wisdom of the management of the establishment was proved by the result of a radical change in the method of doing business. A notable illustration of the same thing was in the establishment of the American Newspaper Directory. When this publication was started twenty years ago, those who were then in the advertising business stood aghast. They said, "You will ruin the business: if you publish a list of newspapers you give

away our stock in trade: you expose the secrets of the business. The advertisers will look over your list and do business directly with the newspapers and not with you." At that time the idea of business was so narrow that lists were published in which the places of publication of the listed papers were carefully suppressed. Of course all these lists were fragmentary, and incomplete, as this establishment was the first that has ever published a correct list of the newspapers of the United States and Canada.

The result of the publication of the Directory has justified the opinion of its founders, that it would prove a profitable business venture. It has been regarded as not only an indication of a liberal business spirit, but, more than all, it has been a constant proof that this establishment more than any other, knew the business; that it spared no expense to get together all the information that could be gathered; that it kept this information in no niggard way, but generously made it public at the risk of helping rivals in business.

The American Newspaper Directory has cost this establishment about two hundred and fifty thousand dollars from the first issue to the present time, yet the reputation it has obtained for the proprietors has been a fair return for this outlay. It is now a standard authority and is made more complete and reliable every year. Even the newspapers that at first objected to being rated, begin to realize that honesty in business will pay in the long run, and that common fairness requires that advertisers shall know the standing of the newspapers in which they advertise.

The publishers of the American Newspaper Directory have also in many other ways sought to educate the public in the art of advertising; and their efforts have not been wholly unsuccessful. But they are still far from being satisfied. To recall the scarcity of the literature of advertising—in all a few poor volumes—and contrast this with other professions and trades, having whole libraries dedicated to them, and many influential journals devoted to their interests was not a satisfactory reflection, and this thought was the nucleus of PRINTERS' INK.

The many signal examples of large fortunes made by judicious advertising have led to the constant recurrence of new enterprises in which the projectors propose deliberately to expend many

thousands of dollars before recovering a penny. These have found out that a good deal of money may be thrown away by foolish advertising; that you might as well drop your money into the sea as to put it out on some newspapers at the rates which they demanded; that a good medium is worth a good price, and a poor medium is worth next to nothing; and that the men who have spent a life time in the business are most likely to know something about it.

**NOW IS THE TIME TO
ADVERTISE.**

From the December 15 issue of the *Merchants and Manufacturers' Journal*, published at Baltimore, Md., we clip the following unique advertisement:

The owner of this space is a sinner; he has found a Saviour; he is now a Saved Sinner. His Saviour gives him rest of soul, peace and joy that it is impossible to find anywhere except in the Love of Jesus.

Do you want this rest, peace and joy? If you do! Come to Jesus!

If you want to talk about personal salvation address "A Saved Sinner," care of this office.

HE'S GOT HIM ON THE LIST!

OFFICE OF THE MAROA NEWS,
Circulation, 800. Best Advertising Medium and only neutral paper in Maroa.

J. W. & A. M. DILL, Editors.
MAROA, ILL., Dec. 16.

G. P. Rowell & Co.:

DEAR SIR—I understand that you offer a prize of \$100 to any person that will prove to you that a paper hasn't as many circulation as he claims in your Newspaper Directory. When will your next issue be published, I have a certain paper spotted?

ARGO M. DILL,
of J. W. & A. M. DILL, Publishers *The News*.

AN OFFICE to let in the Rowell Building, No. 10 Spruce St., up two flights from street. Size, 21x22. Good light. Rent, \$300 per year, including steam heat. Apply to **GEO. P. ROWELL & CO.**

SALESMAN WANTED to sell printing inks; must have a knowledge of the business and acquaintance with the trade; to a satisfactory man fair wages will be paid. Address, John A. Eagleson, 140 William st., New York.

'THE ART OF ADVERTISING; or, How to Make Advertising Pay." Every business man needs it; price 50c. by mail postpaid. J. J. TERRY, Publisher, 79 Milk street, Boston, Mass.

**THE
BURLINGTON**
—FREE PRESS,
BURLINGTON, VT.

THE BURLINGTON FREE PRESS circulated more papers in 1888 than any other Vermont newspaper.

The FREE PRESS has a wider reading than any other Vermont newspaper, and it is one of the most famous provincial journals in America.

THE BURLINGTON FREE PRESS is the most able and progressive newspaper published in any small city in America. It received the compliment of being included among the New York *Sun's* series of "One Hundred Great Newspapers."

In enterprise, ability and circulation it stands without a peer in Vermont, or in any city of the same size as Burlington, in America. It claims, therefore, to give special value to advertisers, both in its circulation and influence in proportion to its circulation.

Experienced advertisers know the value of these qualities, and, in making contracts, they do not fail to take them into consideration.

The actual circulation of the Daily FREE PRESS is above 3,000 copies daily and the Weekly FREE PRESS nearly 5,000 copies weekly.

The FREE PRESS asks a reasonable price for advertising, and charges the same rates to everybody. When you ask for quotations, you know that you are quoted no less nor no more than anybody else.

Advertising rates forwarded cheerfully upon application. Address

THE FREE PRESS ASSOCIATION,
Burlington, Vermont.

STOCK CUTS.



ELECTROTYPES
OF

Wood Engravings

FOR ILLUSTRATING

Newspapers,
Magazines,
Juvenile
Publications,
Books,
Circulars,
Programmes,
Pamphlets,
ETC., ETC., ETC.

No Catalogues. Proofs sent on application, when the subject and size wanted are given.

THE PRESS ENGRAVING CO.,
88 & 90 CENTRE ST., NEW YORK.

THE NEW YORK PRESS: Daily, Weekly and Sunday: The PRESS was first published December 1, 1837. Circulation February 1, 1883, 26,550. Circulation June 1, 45,044. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the NEW YORK PRESS.

A GOOD ILLUSTRATION EXPLAINS MORE, THAN A LONG EXPLANATION."

Do you want an illustration of the goods you manufacture or sell? We make all classes of cuts for manufactured articles, trade marks, buildings, portraits, advertising, etc. To be short, we can make you a cut of anything you will send us, or send photograph, sketch or copy. Our prices are very low and our facilities are the best. Write and tell us what you want and we will send estimate. H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York.

TO ADVERTISERS.

We claim to be prepared to insert advertisements in any one, any part of, or all American publications at as low figures, and on as reasonable terms as any responsible agency in existence.

LOCATION.—Our location in a village of 2,500 population, is one which on account of moderate expenses, comparing with agencies in the cities, works directly in the interest of our customers. The C. B. THURBER COMPANY, Advertising Agency, Main St., Bay Shore, N. Y.

PATENTS PROCURED by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitableness, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

A LIST of 1,000 NEWSPAPERS divided into States and Sections will be sent on application—FREE. To those who want their advertising to pay, we can offer no better medium for thorough and effective work than the various sections of our Select Local List. Address: GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

FOR A CHECK FOR \$20 WE WILL print a ten-line advertisement in One Million issues of leading American Newspapers and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 1,000 Circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different newspaper purchasers; or FIVE MILLION READERS, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. Address with copy of Advertisement and check, or send 30 cents for Book of 256 pages.

GEO. P. ROWELL & CO.,
10 Spruce St., New York.

"*Latest Edition*—
ADVERTISERS'
—*IN ITS GAZETTE.*"
= 200 pages, CONTAINS =
VALUABLE Information
Suggestions
Lists, Prices, Etc.,
For American Advertisers
By mail to any
— address upon receipt
— of **ONE DIME.**
Write to—
R. L. WATKINS, NEWSPAPER ADVERTISING
BUREAU, PROSPECT, OHIO.

SAN FRANCISCO
Weekly Call
 AND
Weekly Bulletin,

WITH A COMBINED CIRCULATION OF OVER

41,000 Weekly,

will insert large or long-time advertisements in both papers for

25 Cents per line
 each insertion.

They are the **LEADING WEEKLIES** of **CALIFORNIA**, and circulate from Alaska to Mexico.

ADVERTISE
 Your Southern Lands—Your Southern Hotels—
 Your Southern Towns—in

THE ST. AUGUSTINE NEWS,

ST. AUGUSTINE, FLA.

The ONLY JOURNAL in the country DEVOTED EXCLUSIVELY to the interests of SOUTHERN WINTER RESORTS. *It reaches people who can appreciate a good thing and AFFORD to BUY IT, and has a wide circulation throughout the North.* New York address: P. O. Box 3193.

The Boston Post

Reaches the most select constituency in New England, and is therefore an exceptionally valuable advertising medium. Rates will be furnished by Messrs. Geo. P. Rowell & Co., or by Bridgman, Birmingham & Co., General New York Agents, B'dway and Wall st.

THE MOLINE EVENING DISPATCH is the **Best Circulated** daily in Northwestern Illinois. Moline is the manufacturing centre of the Northwest. As an advertising medium the DISPATCH has **quality as well as quantity.**

McGLYNN & GROOM, Publishers.

TYPE-WRITER CIRCULARS.—We manufacture an **Ink** for this special purpose: purple, blue, or any specified shade. In cans from one pound upwards; Price \$1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

AGENTS WANTED to Canvass for Advertising Patronage. A small amount of work done with tact and intelligence may produce a considerable income. Agents earn several hundred dollars in commissions in a single season and incur no personal responsibility. Enquire at the nearest newspaper office and learn that ours is the best known and best equipped establishment for placing advertisements in newspapers and conveying to advertisers the information which they require in order to make their investments wisely and profitably. Men of good address, or women, if well informed and practical, may obtain authority to solicit advertising patronage for us. Apply by letter to GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York, and full particulars will be sent by return mail.

New England Newspapers.

For a check for **\$135** we will insert a one-inch advertisement one month in our New England Select Local List, consisting of 26 Dailies and 123 Weeklies. Orders are sent to one-half the papers on the 1st of every month and the remainder on the 15th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce Street, New York.

Middle States Newspapers.

For a check for **\$150** we will insert a one-inch advertisement one month in our Middle States Select Local List, consisting of 65 Dailies and 173 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Southern Newspapers.

For a check for **\$135** we will insert a one-inch advertisement one month in our Southern Select Local List, consisting of 40 Dailies and 87 Weeklies. Orders are sent to one-half the papers on the 13th of every month and the remainder on the 27th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., N. Y.

Western Newspapers.

For a check for **\$275** we will insert a one-inch advertisement one month in our Western Select Local List, consisting of 112 Dailies and 241 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Canada Newspapers.

For a check for **\$50** we will insert a one-inch advertisement one month in our Canadian Select Local List, consisting of 15 Dailies and 47 Weeklies. Orders are sent to one-half the papers the 11th of every month and the remainder on the 25th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

ADVERTISING CUSTOMERS of Geo. P. Rowell & Co's Newspaper Advertising Bureau to the amount of Fifty Dollars, are entitled to receive a complimentary copy of the American Newspaper Directory.

THE PRINTERS' VADE MECUM.—How to stereotype from a printed page without the use of type; to make three different Pad Compositions; six different Roller Compositions. Hints on mixing Colors and Tints. Pointers to unique effects, in Gold Leaf, Embossing, Transferring, Crazy and Patent Leather Block Printing. How to make five colors at two impressions, two at once, &c. The greatest value for the least money. Address CHAS. J. HYNES, Warrensburg, Mo.

WE HAVE JUST ISSUED A NEW edition of our Book called "Newspaper Advertising." It has 256 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 20,000 population, omitting all but the best.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

SELECT LIST OF LOCAL NEWSPAPERS, in which advertisements are inserted at half price.

5,472 VILLAGE NEWSPAPERS, in which advertisements are inserted for \$42.15 a line and appear in the whole lot—one-half of all the American Weeklies.

Book sent to any address for **Thirty Cents**. Address **GEO. P. ROWELL & Co., New York.**



FOR THOSE ADVERTISERS WHO have a credit so well established as to make them safe customers, we secure the most important advantages. We can devote our energies to securing for them what is wanted and what ought to be had; without constantly contemplating a possible loss liable to sweep away, not only all commissions earned, but in addition, leave us responsible for heavy obligations to publishers. We seek the patronage of responsible advertisers who will pay when the work is done! and of experienced advertisers who will know when they are faithfully and intelligently served! Address, **GEO. P. ROWELL & Co., Newspaper Advertising Bureau, 10 Spruce St., New York.**

GEO. P. ROWELL & CO'S BEST LIST of Local Newspapers. — Every paper named on this list is selected because either its daily or weekly edition is the best or most widely circulated or most influential, published at an important county seat, or in a place having more than 5,000 population. **The newspaper in each place that gives the advertiser the most for his money.** The List covers every State, Territory, District and Province of the United States and Canada, and represents **EVERY county seat having a population greater than 3,000, and EVERY PLACE having a population greater than 5,000, one paper in a place. Daily or Weekly, or Daily and Weekly**, where there is a paper having a circulation exceeding one thousand copies weekly, as rated in the American Newspaper Directory for 1888; and with the exception of such suburban towns as are better covered by the papers named in the neighboring city. Send 30 cents for pamphlet.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

A AMERICAN NEWSPAPER DIRECTORY for 1888. Twentieth Annual Volume: 1456 pages. This work is the source of information on statistics of newspapers in the United States and Canada. Advertisers, advertising agents, editors, politicians, the department of the government, rely upon its statement as recognized authority. It gives a brief description of each place in which newspapers are published, stating name of County, population of place, etc. It gives the names of all the newspapers, politics, religion, class or characteristic, days of issue, editors and publishers' name, size of paper, subscription price, date of establishment and the circulation. It gives the names of all papers: in which County. Price \$5. Sent to any address by

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

SEND THE CASH AND SAY what is wanted.—A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to **Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York**, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.

A LOW RATE AND EASY TERMS OF PAYMENT!—We will insert an advertisement occupying a full inch of space, 14 agate lines, one week, in six thousand, **ACTUALLY SIX THOUSAND Country Weeklies, for \$500.** From responsible parties a three months' note, with the order, will be accepted in payment. (Only one electrolyte required.) Try the experiment. Address **GEO. P. ROWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York.**

A WRITER OF ADVERTISING MATTER
Address **W. R. EABER,**
New York Post Office.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Subscription Price ONE DOLLAR a year: in advance.

PRINTERS' INK, in each number, discusses topics of interest to the advertising classes, in an intelligent, impartial and instructive manner, with occasional pertinent selections from exchanges and other sources. Business items, interesting to advertisers, notes and queries, and interesting personal intelligence also constitute features of the paper.

PRINTERS' INK is a journal intended to remind and inform the business public of the advantages of newspaper advertising; to expound the principles of the art of advertising; to instruct the uninitiated in the remunerative employment of printers' ink; and to offer practical suggestions to newspaper advertisers as a class.

PRINTERS' INK is sent regularly to every newspaper named on GEO. P. ROWELL & Co.'s "Preferred List," and to a considerable number of selected exchanges. Advertisers desiring to reach the publishers of two thousand leading American newspapers and class journals are afforded a medium in **PRINTERS' INK**.

PRINTERS' INK numbers among its readers the leading advertisers of the country. An advertisement in **PRINTERS' INK** setting forth the merits of any publication as an advertising medium is likely to secure the attention of advertisers, provided what is offered is attractive and at a price which seems reasonable.

PRINTERS' INK is the appropriate title of a semi-monthly journal, issued on the first and fifteenth days of each month and designed for the use and information of advertisers. Its subscription price is One Dollar a Year, strictly in advance. No one who receives the paper owes a cent for subscription.

PRINTERS' INK never fails to attract attention. Its size, form, arrangement, typography, paper, press-work and contents are all such as to favorably impress the recipient. That it has ingratiated itself with the special class for which it is designed its publishers have ample evidence.

PRINTERS' INK has already received a considerable number of subscriptions from those who are interested in whatever appertains to the subject of newspaper advertising: a proof that the paper is appreciated and fills a "long felt want."

PRINTERS' INK has received many favorable notices from the press; but of greater worth, as evincing the estimation in which it is held by newspaper men, are the frequent reprints from its pages in the columns of contemporaries.

PRINTERS' INK affords newspaper publishers a cheap and convenient means of placing the merits of their publications twice a month before nearly ten thousand firms and individuals accustomed to general advertising.

PRINTERS' INK is the representative journal of the advertising classes: it is, in fact, the only journal in the world that is devoted exclusively to the interests of advertisers.

PRINTERS' INK is desirous of receiving advertising patronage from leading newspapers; those which repay the advertiser for his outlay for space in their columns.

PRINTERS' INK is sent, regularly, subscription paid, to all of the more than five thousand patrons of GEO. P. ROWELL & Co.'s Newspaper Advertising Bureau.

PRINTERS' INK contains in each issue interesting and serviceable matter—original and selected—pertinent to the character and objects of the publication.

PRINTERS' INK is sent, regularly, subscription paid, to every cash purchaser of the American Newspaper Directory.

PRINTERS' INK will insert advertisements at the following rates:

**Twenty-five Dollars a page.
Fifteen Dollars one-half page.
Ten Dollars one-quarter page.
Twenty-five cents a line.**

Address GEO. P. ROWELL & CO., Publishers,
10 SPRUCE ST., NEW YORK.

1889.

1889.

Three Million Six Hundred and Fifty Thousand Circulation!

SOMETHING SUBSTANTIAL!

3,650,000 Copies for \$13.00!

Per Agate Line, or \$182.00 per Inch for 13 Weeks.

The American Rural Home,

OF ROCHESTER, N. Y., AND CHICAGO, ILL.

A. FRANK RICHARDSON, - - Manager,

Will circulate during the following thirteen weeks—each edition—as follows:

JANUARY 5th, 1889, - 300,000	FEBRUARY 23d, 1889, 300,000
JANUARY 12th, - - 300,000	MARCH 2d, - - - 250,000
JANUARY 19th, - - 300,000	MARCH 9th, - - - 250,000
JANUARY 26th, - - 300,000	MARCH 16th, - - - 250,000
FEBRUARY 2d, - - - 300,000	MARCH 23d, - - - 250,000
FEBRUARY 9th - - 300,000	MARCH 30th, - - - 250,000
FEBRUARY 16th, - - 300,000	
TOTAL, - - - - 3,650,000	

These immense weekly editions include the regular paid subscription list of over 150,000 copies, and the extra copies (for which we make no charge), will be mailed, post paid, to a select list of names, all different each week, no duplicates, in the Eastern, Middle, Western, Northwestern, and Pacific Coast States and Territories, collated solely with a view of securing them as new subscribers.

Conceded by numerous patrons the best paying advertising medium in the United States. Papers of largest bona fide known circulation always bring the best returns for the money invested. AMERICAN RURAL HOME readers are buyers, and have means for gratifying any moderate want.

Advertising Rates: { **DISPLAY.** \$1.00 per Agate line each insertion.
READING NOTICE, \$1.50

**The American Rural Home is Represented by
all Responsible Advertising Agents.**

For discounts, which are liberal, address

**GEO. P. ROWELL & CO., Advertising Bureau,
10 Spruce Street, N. Y.**

ALLEN'S LISTS.

FACT.

The periodicals of Allen's Lists reach the homes of the better classes of the masses, by mail; they are wanted, are subscribed for, are paid for, and are thought much of.

FACT.

Gilt-edged monthlies always give general advertisers larger returns, in proportion to the investment, than can be secured from other mediums; the shrewdest and most successful advertisers stay in them all the time.

FACT.

Each month I guarantee to print and circulate over **800,000** copies. For such monthlies as mine the borrowing demand is great, and each month doubtless exceeds **200,000** copies. Total number of families reached each month by the periodicals of Allen's Lists. over **1,000,000**.

Affidavit of Circulation of all issues furnished each Advertiser monthly

FACT.

Allen's Lists guarantee, and prove up over 800,000 circulation every month. In this connection it will be well to remember, that as a rule, 100,000 PROVED CIRCULATION IS WORTH MORE THAN 500,000 claimed.

FACT.

I wish to notify my friends that probably there will be no room in the Winter and Spring issues of 1889, for those who delay until the last moment; that proved to be the case in 1888, and the same has proved true thus far this season.

FACT.

I base my entire claim to the grand advertising patronage which I receive, on RESULTS TO THE ADVERTISER.

FACT.

Many advertisers lose the money made from worthy mediums, through patronizing worthless ones. Shrewd advertisers select their advertising mediums with the greatest care, knowing that failure will result if the selection is not judicious.

FACT.

Millions of dollars are thrown away every year on worthless advertising mediums. Shrewd advertisers know, that as a rule, 100,000 circulation proved is worth more than 500,000 claimed.

FACT.

Every advertiser who receives returns by mail, would profit by including in his address a separate post-office box or street number for every medium in which he advertised; this would teach that three-fourths of even very carefully selected advertising mediums are worse than worthless, and that one-fourth have to carry the whole. Many advertisers who now find it difficult to make a profit, can make **Big Money**, if they will sort out the wheat from the chaff. Allen's Lists court the system indicated above, and for actual tests the proprietor **will back them for big money against the world, or field.**

FACT.

The periodicals of Allen's Lists are carefully edited, and have a large galaxy of able contributors; they are highly esteemed by the better classes of the masses, are preserved in their homes and loaned to their neighbors. At our rates, such circulation always pays its advertising patrons. Allen's Lists pay, in season and out of season, and in numerous cases have been known to give a handsome profit from ads, so weak, that dead failures resulted from other mediums that are regarded as gilt-edged, and that really are gilt-edged. Allen's Lists out-pull them all; that is the general verdict.

E. C. ALLEN,
Augusta, Me.

Miscellanies.

Writing advertisements is a profitable vocation, they are sure to be printed and are much more — with the masses than odes, sonnets — each forms. — *Puck*.

Facetious Visitor in Newspaper Office (to editor)—May I use your brains a moment?

Editor—My brains?

Visitor (smilingly picking up scissors)—Yes, sir. Only a moment. I want to—

Editor (with great cordiality)—Certainly you may. Use them as long as you please. Always glad to furnish brains to a man who hasn't any. — *Chicago Tribune*.

The Funny man, the Funny man;

A merry life is his;

For laugh at his own jokes he can—

We know what fun that is!

And when the paper meets his eye,

How it must make him glad,

To see his plums knocked into pi,

And run off as an ad.

— *Table Talk*.

Editors, as a rule, are kind-hearted and liberal. An exchange tells of a subscriber to a certain paper who died and left fourteen years' subscription unpaid. The editor appeared at the grave as the lid was being screwed down for the last time, and put in a linen duster, a thermometer, a palm leaf fan and a recipe for making ice. — *Yankee Gazette*.

It's about as hard to find a girl whose marriage is announced in the newspapers who isn't "beautiful and accomplished" as it is to find a man who has lately died who wasn't "honored and respected by all who knew him." — *Langhorne (Pa.) Standard*.

De Brown—I should like very much to make the acquaintance of an intellectual young lady.

Editor (from habit)—Why don't you advertise? — *Yankee Blade*.

Magazine Editor—I am arranging a symposium on the subject, "Is Marriage a Failure?" Would you like to contribute?

Authoress (married a year)—Indeed, I would. I'll contribute a photograph of just the sweetest, prettiest baby you ever set eyes on. — *Puck*.

"What is education?" asks a writer. Well, it is something a college graduate thinks he has until he becomes a newspaper man. — *Ex.*

A poet sent to an editor a contribution entitled, "Why do I live?" The editor answered, "Because you sent your contribution by mail instead of bringing it." — *Ex.*

"Swackhammer, why don't you give up that abominable habit of cigarette-smoking?"

"Jrobinson, I'll do it if you will quit writing poetry for the newspapers."

It was a severe struggle, but Jrobinson yielded, and the guardian angels of two young men wept tears of joy. — *Chicago Tribune*.

Smith—No, Blims doesn't put his name to his jokes in the paper; all his things are synonymous.

Brown—Synonymous? You mean anonymous.

Smith—No; synonymous to what other wits have produced years ago.

Miss Sentimental—There is no poetry in this age—the prosaic 19th century.

Editor—Heavens! Just look at my waste paper basket. — *Town Topics*.

Editor (to long-haired stranger)—This is no barber shop, my friend.

Stranger—I know it, sir, but I have a poem here which, from one point of view, is likely to be a trifle rapid. The public will go wild over it. I want to know if you can't give me enough on it to get a hair cut. — *Epoch*.

"Papa," said a little urchin to his father, the other day, "I saw a printer go down the street just now."

"Did you, sonny? How did you know the person was a printer?"

"Because I do, pa."

"But he might have been a carpenter, blacksmith, or a shoemaker."

"Oh, no, papa; he was a printer—likely an editor—for he was gnawing a bone, and had no stockings on. The crown was out of his hat, and his coat was all torn. I am certain he was a printer." — *Ex.*

As a rule, people who "rarely see newspapers" are the very ones who sit up nights concocting schemes to get their names into print, and then send around for a dozen copies the next morning. — *America*.